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Please find below and/or attached an Office communication concerning this application or proceeding.



**DETAILED ACTION**

1. This Office Action is response to Applicants' AMENDMENT filed on 12/12/2005.
2. Claims 1-34 are pending in this application.

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).
5. Claims 1-4, 6-9, 11-15, 17, 19, 23 and 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pub. No.: US 2002/0147880 A1 of WANG BALDONADO (hereinafter Wang) in view of US Patent No. 6,009,459 issued to Belfiore et al. (hereinafter Belfiore).

With respect to claim 1, Wang teaches a method of searching and reporting an incidence of at least one of trademark, a tradename, a celebrity name, and/or a famous name in a web page on the Internet (search engine receives user input keywords or words and search the web page related to the user input: sections 0019 and 0041-0042), comprising:

receiving, from a user, the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet (receiving a search request from a user at computer for search trademarks and the search result will display all web page having the keyword or trademark: section 0054-0055);

automatically creating a search string based on the at least one trademark, tradename, celebrity name, and famous name entered by the user (the search string or search request entered from the user having the trademark: 0014, 0019, 0039 and 0047, 0054-0055);

receiving a URL address of Web page on the Internet to be searched, accessing and searching contents of the Web page of the URL address received for matches in the contents of the web page corresponding to the search string wherein the searched contents includes elements other than only a domain name; and providing search results of identified matches in the contents of Web page corresponding to the search string, providing search results of identified matches in the contents of the Web page corresponding to the search string (receiving URL address of web page from the user in order for searching the web page having these keywords or words or trademark and display the result to the user : abstract, sections 0039, 0041-0042 and 0063); and

determining an unauthorized use of the at least one trademark, tradename, celebrity name and/or famous name (section 0032).

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

However, Belfiore teaches category the textual input (fig. 12, col. 7, lines 50-65).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of search results having a number of categories based on the search results of web pages, in the same conventional manner as described by Belfiore (fig. 12 and col. 7, lines 50-65). The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claim 2, Wang teaches wherein the at least one character string is a number of the identifying matches within the category (the result of search query: abstract).

With respect to claim 3, Wang teaches a method as discussed in claim 1.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach encrypted connection authenticated by a certificate server.

However, Belfiore teaches registry holding registered information (col. 4, lines 45-60).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of registry of information of the search results of web pages, in the same conventional manner as described by Belfiore (fig. 3, col. 4, lines 45-60). The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claim 4, Wang teaches wherein the search results highlight the at least one trademark, tradename, celebrity name or famous name found in the web page (section 0039).

Claim 6 is essentially the same as claim 1 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 1 hereinabove.

Claim 7 is essentially the same as claim 2 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 2 hereinabove.

Claim 8 is essentially the same as claim 3 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 3 hereinabove.

Claim 9 is essentially the same as claim 4 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 4 hereinabove.

With respect to claim 11, Wang teaches a remote computer system connected to the computer system via the Internet for accessing the software program (fig. 1).

Claim 12 is essentially the same as claim 1 except that it is directed to a software program for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 1 hereinabove.

Claim 13 is essentially the same as claim 2 except that it is directed to a software program for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 2 hereinabove.

Claim 14 is essentially the same as claim 3 except that it is directed to a software program for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 3 hereinabove.

Claim 15 is essentially the same as claim 4 except that it is directed to a software program for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 4 hereinabove.

With respect to claim 17, Wang teaches a method of searching as discussed in claim 1.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach wherein the search contents include at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles and images.

However, Belfiore teaches HTML document or meta tag of HTML and hyperlinks (see fig. 9 and col. 7, lines 6-50).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of searching URL address of Web page, accessing and searching the Web page's content of URL address and providing search results, in the same conventional



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manner as described by Belfiore (col. 5, lines 10-40 and lines 40-55). The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claim 19, Wang teaches a system of searching as discussed in claim 6.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach wherein the search contents include at least two of the following portions of the Web page: a domain name, a meta tag, hidden text, visible text, titles and images.

However, Belfiore teaches HTML document or meta tag of HTML and hyperlinks (see fig. 9 and col. 7, lines 6-50).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of searching URL address of Web page, accessing and searching the Web page's content of URL address and providing search results, in the same conventional manner as described by Belfiore (col. 5, lines 10-40 and lines 40-55). The motivation being to provide a search result over the Internet for enable a user to view the web

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pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claim 23, Wang teaches a method of searching as discussed in claim 1.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

However, Belfiore teaches displaying the search results in the report as a text file, or HTML(col. 5, lines 6-59 and col. 6, lines 8-67; also see abstract see fig. 9 and col. 7, lines 6-50).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of searching URL address of Web page, accessing and searching the Web page's content of URL address and providing search results, in the same conventional manner as described by Belfiore (col. 5, lines 10-40 and lines 40-55). The motivation being to provide a search result over the Internet for enable a user to view the web

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pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

Claim 26 is essentially the same as claim 23 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 23 hereinabove.

6. Claims 5, 10, 16, 18, 20, 21, 22, 24, 25 and 27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pub. No.: US 2002/0147880 A1 of WANG BALDONADO (hereinafter Wang) in view of US Patent No. 6,009,459 issued to Belfiore et al. (hereinafter Belfiore) and further in view of Pub. No.: US 2005/0004889 A1 of Bailey et al. (hereinafter Bailey).

With respect to claim 5, Wang teaches a method of searching and reporting an incidence of at least one of trademark, a tradename, a celebrity name, and/or a famous name in a web page on the Internet (search engine receives user input keywords or words and search the web page related to the user input: sections 0019 and 0041-0042), comprising:

receiving, from a user, the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet (receiving a search request from a user at computer for search trademarks and the search result will display all web page having the keyword or trademark: section 0054-0055);

automatically creating a search string based on the at least one trademark, tradename, celebrity name, and famous name entered by the user (the search string or

search request entered from the user having the trademark: 0014, 0019, 0039 and 0047, 0054-0055);

receiving a URL address of Web page on the Internet to be searched, accessing and searching contents of the Web page of the URL address received for matches in the contents of the web page corresponding to the search string wherein the searched contents includes elements other than only a domain name; and providing search results of identified matches in the contents of Web page corresponding to the search string, providing search results of identified matches in the contents of the Web page corresponding to the search string (receiving URL address of web page from the user in order for searching the web page having these keywords or words or trademark and display the result to the user : abstract, sections 0039, 0041-0042 and 0063); and

determining an unauthorized use of the at least one trademark, tradename, celebrity name and/or famous name (section 0032).

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach each category including at least one character string corresponding to a number of occurrences of the identified matches within the category, the category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text, and wherein the report displays the at least one character string.

However, Belfiore teaches category the textual input (fig. 12, col. 7, lines 50-65).

Therefore, based on Wang in view of Belfiore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to utilize the teachings of Belfiore to the system of Wang for the user-entered search string including at least one of trademark, tradename, celebrity name or famous name to search in the Web page on the Internet in order to get the search result based on the user-entered search query/string. Wang and Belfiore do not teach automatically creating homonyms and phonetic for the at least one trademark, tradename, celebrity name or famous name entered by user.

However, Bailey teaches the query server including a spell checker for detecting and correcting misspellings in search attempts (sections 0036, 0046 and 0166).

Therefore, based on Wang in view of Belfiore and further Bailey, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to utilize the teachings of Bailey to the system of Wang for the constructing homonyms and phonetic of the at least one trademark, tradename, celebrity name or famous name entered by the user. The motivation being for detecting and correcting the search query entered by user from misspellings in search attempts, thereby, displaying the search result page at least one of web pages in the set is generated in response to the search query (Bailey's section 0014).

Claim 10 is essentially the same as claim 5 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 5 hereinabove.

Claim 16 is essentially the same as claim 5 except that it is directed to a software program for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 5 hereinabove.

With respect to claim 18, Wang teaches a method of searching as discussed in claim 5.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

However, Belfiore teaches displaying the search results in the report as a text file, or HTML(col. 5, lines 6-59 and col. 6, lines 8-67; also see abstract see fig. 9 and col. 7, lines 6-50).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of searching URL address of Web page, accessing and searching the Web page's content of URL address and providing search results, in the same conventional manner as described by Belfiore (col. 5, lines 10-40 and lines 40-55). The motivation being to provide a search result over the Internet for enable a user to view the web

pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claim 20, Wang teaches a software program on a computer system of searching as discussed in claim 16.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

However, Belfiore teaches displaying the search results in the report as a text file, or HTML(col. 5, lines 6-59 and col. 6, lines 8-67; also see abstract see fig. 9 and col. 7, lines 6-50).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate the use of searching URL address of Web page, accessing and searching the Web page's content of URL address and providing search results, in the same conventional manner as described by Belfiore (col. 5, lines 10-40 and lines 40-55). The motivation being to provide a search result over the Internet for enable a user to view the web

pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claim 21, Wang teaches wherein the at least one character string is a number of the identifying matches within the category (sections 0013 and 0032).

Claim 22 is essentially the same as claim 21 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 21 hereinabove.

With respect to claim 24, With respect to claim 20, Wang teaches a system of searching as discussed in claim 5.

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach wherein the report displays the at least one character string in a column format for at least one of the meta-tag, the hidden text, the text, the title, the hyperlink, and the image text.

However, Belfiore teaches displaying the search results in the report as a text file, or HTML(col. 5, lines 6-59 and col. 6, lines 8-67; also see abstract see fig. 9 and col. 7, lines 6-50).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang with the teachings of Belfiore, wherein the searching trademark by using the input from the user to get the web page having the trademark on it over the Internet (Wang's fig. 1) would incorporate



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the use of searching URL address of Web page, accessing and searching the Web page's content of URL address and providing search results, in the same conventional manner as described by Belfiore (col. 5, lines 10-40 and lines 40-55). The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

Claim 25 is essentially the same as claim 24 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 24 hereinabove.

Claim 27 is essentially the same as claim 24 except that it is directed to a system for searching and reporting an incidence rather than a method, and is rejected for the same reason as applied to the claim 24 hereinabove.

7. Claims 28-33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pub. No.: US 2002/0147880 A1 of WANG BALDONADO (hereinafter Wang) in view of US Patent No. 6,009,459 issued to Belfiore et al. (hereinafter Belfiore) and further in view of Pub. No.: US 2005/0004889 A1 of Bailey et al. (hereinafter Bailey) and US Patent No. 5,881,131 issued to Farris et al. (hereinafter Farris).

With respect to claims 28-29, Wang in view of Belfiore and Bailey discloses a system as discussed in claim 5.

Wang, Belfiore and Bailey disclose substantially the invention as claimed.

Wang, Belfiore and Bailey do not teach wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address and wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

However, Farris teaches URL address and trademark owner's name (col. 30, lines 28-67 and col. 31, lines 1-65).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang in view of Belfiore and Bailey with the teachings of Farris by incorporating the use of a URL address and name of trademark owner for detecting the web page or web server. The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claims 30-31, Wang in view of Belfiore and Bailey discloses a system as discussed in claim 10.

Wang, Belfiore and Bailey disclose substantially the invention as claimed.

Wang, Belfiore and Bailey do not teach wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address and wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

However, Farris teaches URL address and trademark owner's name (col. 30, lines 28-67 and col. 31, lines 1-65).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang in view of Belfiore and Bailey with the teachings of Farris by incorporating the use of a URL address and name of trademark owner for detecting the web page or web server. The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

With respect to claims 32-33, Wang in view of Belfiore and Bailey discloses a system as discussed in claim 16.

Wang, Belfiore and Bailey disclose substantially the invention as claimed.

Wang, Belfiore and Bailey do not teach wherein the information relating to the owner of the URL address conducting the unauthorized use includes a name and an address and wherein informing the owner of the unauthorized use includes delivering a cease and desist letter.

However, Farris teaches URL address and trademark owner's name (col. 30, lines 28-67 and col. 31, lines 1-65).

Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Wang in view of Belfiore and Bailey with the teachings of Farris by incorporating the use of a URL address and name of trademark owner for detecting the web page or web server. The motivation being to provide a search result over the Internet for enable a user to view the web

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pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

8. Claim 34 is rejected under 35 U.S.C. 103(a) as being unpatentable over Pub. No.: US 2002/0194116 A1 of Wang in view of Pub. No.: US 2002/0147880 A1 of WANG BALDONADO (hereinafter Wang) in view of Pub. No. US 2004/0019535 A1 of Perkowski and further in view of Pub. No.: US 2002/0147724 A1 of Fries et al. (hereinafter Fries).

With respect to claim 34, Wang teaches receiving, from a user, the at least one trademark, tradename, celebrity name, and/or famous name to be searched in the Web page on the Internet (search engine receives user input keywords or words and search the web page related to the user input: sections 0019 and 0041-0042);

forming a search string based on the search term (receiving a search request from a user at computer for search trademarks and the search result will display all web page having the keyword or trademark: section 0054-0055);

storing the search string in the first database (the search request is stored in the trademark database (abstract, sections 0058-0060).

queuing the search string for a scheduled search (section 0030-0032);

identifying an owner of a domain associated with the at least one web page (sections 0040-0041 and 0044);

determining whether the at least one web page constitutes an unauthorized use of the search term (trademark brokerage engine that checks or determine the search

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request is available for any trademark within the trademark database: section 0032);  
and

a report engine preparing a report comprising the at least one set of information, wherein the report details in which one or more of a plurality of portions of the at least one web page the search string appears and provides an identification of owner of the domain associated with the at least one web page (abstract, and sections 0019, 0039 and 0063).

Wang teaches receiving search request, search string or search query entered from a user at computer to search for trademarks. The search results includes all web page that match to the keyword inputted by user to be displayed to the user. Wang does not clearly teach at least one search engine to produce a search result comprising at least one URL and storing the at least one URL in a second database and storing the at least one set information in a third database.

However, Perkowski teaches URL databases and web pages including separate databases such first, second and third database for storing information and URL (sections 0023, 0053-0054; also see section 0148-0150).

Therefore, based on Wang in view of Perkowski, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to utilize the teachings of Perkowski to the system of Wang for performing the search in order to produce a search result including URL, which is stored in the database. Wang and Perkowski do not teach a crawler application retrieving the at least one URL from the second database, the crawler application retrieving at least one web page associated

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with the at least one URL and parsing the at least one web page to identify at least one set of information associated with the at least one web page and comprising the search string.

However, Fries teaches web browser application using the URL to retrieve the URL's page (sections 0103-104) and parsing the web page (sections 0006, 00012, 0085 and 0095).


Therefore, based on Wang in view of Perkowski and further Fries, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to utilize the teachings of Fries to the system of Wang for browsing the retrieved web page associated with at least one URL. The motivation being to provide a search result over the Internet for enable a user to view the web pages, thereby providing categorizes of the content of web page (Belfiore's col. 1, lines 20-40 and col. 2, lines 30-60).

**Contact Information**

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Anh Ly whose telephone number is (571) 272-4039 or via E-Mail: ANH.LY@USPTO.GOV or fax to **(571) 273-4039**. The examiner can normally be reached on TUESDAY – THURSDAY from 8:30 AM – 3:30 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene, can be reached on (571) 272-4107 or **Primary Examiner Jean Corrielus (571) 272-4032**.

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FEB. 22<sup>nd</sup>, 2006

  
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